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AN ANALYTICAL STUDY ON ORGANIC FOOD PRODUCTS AND ITS IMPACT ON CONSUMER BUYING BEHAVIOUR

1. INTRODUCTION

There is no exact meaning of the term "organic" because different nations follow distinctive standards for products to be certified "organic". In simple words, organic foods are prepared using simple means to sustain purity without artificial fixings, additives or inorganic substances in them. Organic products are acquired through procedures that are kind to the earth, and through development strategies that consider both- characteristics of the previously obtained item and production techniques. Consumers of organic food and non-organic food from diverse groups were approached for their views in order to understand their perceptions and vision towards organic food. It was observed that all organic food consumers do not have a similar outlook and approach towards organic food. Thus, factual procedure undertaken here serves as a guide to fathom the connection and model of consumer behavior trends in organic food consumption in India. Organic food market is in a dynamic state in India. It is developing rapidly, with difference in price range in western and eastern parts being very obvious. Consumers have shown great interest in healthy and delicious diet with high nutritional compounds and trust with regard to food safety, environmental and animal welfare concern and sustainability.
Sustainable food production attained importance after witnessing of social, ecological and economic impacts of industrialized agriculture. Societies try to find solutions by demanding low-input, local and seasonal products concerning the environment, health and social welfare of the given locality where cultivation is done. Organizations and policies have been established in developed countries to manage and administer food production. Organic agriculture is seen as a solution to problems of industrialized agriculture as it is based on holistic production management systems which aim to create integrated, humane, environmentally and economically sustainable agricultural production systems. Consumers in industrialized countries have shown great interest

There are a lot of advantages of Organic Products. Some of the them are mentioned below:

- **Better Nutrition:** When compared with regular food products, organic food is more extravagant in supplements. Nutritional estimation of a food product is determined by its mineral and vitamin content. Organic farming improves the components in the soil which is passed on to plants and creatures.
- **Free from Chemicals and Contamination:** Organic farming does not use toxic synthetics, pesticides and weedicides. Studies show that a large part of population that consumed toxic substances present in food products cultivated through conventional agriculture contacted serious diseases like cancer. As organic farming avoids use of such toxic elements, diseases and ailments caused by them are diminished to a large extent.

- **Enhanced Taste:** The quality and nature of food are determined by its taste. Organic food tastes better than conventional food products. Sugar content in organically grown foods is healthier and makes food taste better. The nature of food grown from the ground can be estimated with the help of Brix investigation.
- **Longer Shelf Life:** Organic plants have better metabolic rate in their cell structure as compared to conventional crops. This facilitates stockpiling of organic food for a longer duration.
- **Nutrient rich Food:** As per a science audit conducted in 2008, organic food has more nutritional value than its non-organic counterparts.
- **For Stronger, more Energetic Body:** Absence of pesticides, substances or artificial added substances in food that harm your body mean less dangers of diseases, illnesses and disorders. It is consumption of junk food that causes severe harm.
- **Better Taste:** Junk food may be tastier and more addictive due to presence of flavour enhancing substances like MSG. desire junk food to the point of craving for it.
- **Devoid of Unsafe Pesticides:** Chemical pesticides have been connected to aliments of chest, prostate and different organs and problems like non-Hodgkin lymphoma, leukemia, infertility, convulsions, immunity and endocrine disorders, Parkinson's disease and depression, to name a few.
- **Devoid of Harmful Chemicals:** Herbicides and composts have been associated with different cancers, immune disorders, infertility, cardiac disease, hypertension, and various diseases.
- **Peace of Mind:** Knowing you are purchasing organic food can help you relish what you eat on account of all the reasons mentioned above as well as those being mentioned in the following sections

As the Indian society becomes more and more concerned with the safety, nutritional value, and environmental effects of their food and its production, it is important that we gain an understanding of consumer perception and knowledge of organically grown foods. It is also important that we find out how consumers perceptions and/or knowledge of ‘organic’ foods products influence their buying decision. information will potentially help us to meet the growing demand for organic foods and help farmers to achieve the premium prices that can be available in that segment of the industry. General knowledge of organic produce and labeling requirements can also influence buying decisions among consumers. If consumers are unsure of what the labels actually mean, they may be making decisions that were unintended.

Health and safety concerns have been seen to be key factors in influencing consumer preference, and sub sequential buying decisions. Some consumers also see eating organic foods as an investment in their health. Price is also a determinant in buying decisions of organic food as it typically calls for a premium price. However, the income elasticity for organic foods has been found to be relatively small.

The study will focus on decision-making factors such as price, availability, food-safety concerns, animal welfare concerns, and environmental impact concerns.

Nevertheless, consumer perception of organic cultivation might be identified with the availability of organic items in a particular region. Growth in availability of organic items might correspond with a more positive perception of organic items, and higher goals to achieve them.

2. MEANING OF IMPORTANT TERMS

2.1. ANALYTICAL STUDY:

Analytical research is a specific type of research that involves critical thinking skills and the evaluation of facts and information relative to the research being conducted.[1]

2.2. ORGANIC FOOD PRODCUCTS:

Organic products are the production of food without the use of synthetic chemicals or genetically modified components. Organic foods are not necessarily completely chemical free, but the pesticide residues will be considerably lower than those found in produce manufactured with synthetic chemicals.[2]

2.3. CONSUMER BUYING BEHAVIOUR:

Consumer behavior is the study of individuals, groups, or organizations and all the activities associated with the purchase, use and disposal of goods and services. Consumer behaviour consists of how the consumer's emotions, attitudes, and preferences affect buying behaviour.[3]

2.4. WESTERN MUMBAI REGION:

The Western Suburbs is the western precinct of the city of Mumbai, India. The Western Suburbs consist of Andheri, Bandra, Bhayander, Borivali, Dahisar, Goregaon, Jogeshwari, Juhu, Kandivali, Khar, Malad, Mira Road, Santacruz and Vile Parle.[4]

2.5 IMPACT:

Impact is to have a noticeable consequence or influence on something.[5]

3. REVIEW OF LITERATURE

3.1 REVIEWS ON AWARENESS OF ORGANIC FOOD PRODUCTS

Paul and Rana (2012) in their study mentioned that organic foods are food products that are raised without synthetic substances, pesticides, genetic modification or fertilizers devoid of synthetic components. To consider genetic modification, they state that there is production of genetic improvement in plants or animals for specific uses such as genetic engineering. The Organic Foods Production Act of 1990 was designed to execute three functions for creating a standard that would regulate the marketing of naturally raised food products. It also provides consumers the guarantee that the product labeled organic is, in fact, organic, and thirdly, to make possible the interstate exchange of organic foods.[6]

Reddy (2010) examined that the organic market in India is largely inclusive of food and beverage, health and wellness, beauty and personal care and textile industry. The highest growth is observed in the organic food segment, which is followed by textile, beauty and personal care. As per the current trend, the Indian domestic market is estimated at 40 thousand million rupees, which is likely to increase by one lakh million rupees to Rs. 1,20,000 million by the year 2020. In order to bring focus to the organic food market, it can be said that the organic packaged food and beverages is an emerging market in India and the primary consumer is high-income urbanities. As a result, the total market size of organic packaged food in India in 2016 was Rs. 533 million, which grew at 17% over 2015 and is expected to reach Rs. 871 million by the year 2021. India's export of organic product indicated growth of 17% between 2015-2016 and 2016-2017. In India, the majority of demand comes from Tier 1 cities. As a result, companies are witnessing remarkable growth in the demand from metro cities with the entry of several new players in the organic food market such as Eco farms 54 (India) Ltd., Morarka Organic Foods, etc. India currently holds ninth position among 178 countries in terms of region being under organic cultivation.[7]

3.2 REVIEWS ON IMPACT OF VARIOUS DEMOGRAPHICS ON CONSUMER BUYING BEHAVIOUR RELATED TO ORGANIC FOOD PRODUCTS:

Krishna Kumare Baladhandapani and Niranjan Sivalingam (2019) endeavored to determine organic agriculture which is carried out with an objective to produce healthy and quality food without presence of synthetic and chemical substances. As a result, organic agriculture not only preserves the environment but also improves public health by bringing about positive benefits both to the economy and rural and urban Regions effectively. In order to determine the level of consumer attitude towards 56 buying or consuming an organic food product, it was observed that attitude and level of attitude classified into low medium and high level highly affect the consumption level of organic food products in India. In addition to this, 54.20% people have a low inclination and attitude and 45.80% people have a moderate level of inclination and attitude towards buying and consuming organic food products. Hence, it can be said that a majority of respondents had moderate level of inclination and attitude as compared to non-organic consumer respondents.[8]

Sivathanu (2015) stated that consumers generally make their choice by assessing available information. This information may be related to the product, its attribute and evaluation of consequences of using the product that is also known as an important parameter related to highly effective buying behaviour and consumption pattern of the consumer. There are various reasons which affect the preference of consumers to buy organic food products. Consumers prefer organic food because of certain demographic characteristics, which may include households having graduation as education level, age, gender and many more. In respect to this, females and individuals with higher educational qualification and income have more awareness and knowledge of foods that are hazardous to health. As per the research organic consumer profile, it mainly includes factors like lifestyle and environmental attitude. It was found that there is a strong relationship between the increasing consumption of organic food and the level of formal education.[9]

3.3 REVIEWS ON SATISFACTION LEVEL OF CONSUMERS TOWARDS ORGANIC FOOD PRODUCTS

According to **Atalay, Olhan and Ataseven (2019), and Mehra and Ratna, (2014)** Gender is considered as an important factor that affects the consumption of organic food. To perceive focus on the consumption pattern of women, it is observed that women tend to be more informative and possess more knowledge about organic food in comparison to men. Women are well aware of their family responsibilities, and are more concerned about the health parameters of the family members which mainly include husband, children and other members. Thus, women adopt health and environmentalist approaches to ensure that family health requirements are met adequately.[10]

As per **Aertsens, Verbeke, Mondelaers and Van Huylenbroeck, (2009) Mehra and Ratna (2014)**, the level of education among people seems to play a major role in the consumption of organic food. The literacy rate in Nashik is 89.85% in which male literacy rate has been recorded to be 93.40% and female literacy has been recorded to be 85.92%. Due to high literacy rates among males and females, the health status has been recorded to be good in Nashik. To consider the education level and organic food consumption levels among the individuals in Nashik, people who have low levels of education and were undergraduates highly regard organic foods as fashionable. They preferred purchasing organic foods by paying more to remain in limelight and follow the trend set by others. On the other hand, individuals who have acquired high levels of education and were graduates and postgraduates did not regard organic products as fashionable. They did not see any difference between organic and non-organic products and showed no inclination to purchase organic products.[11]

3.4 REVIEWS ON HEALTH AND WELLNESS OF CONSUMERS RELATED TO ORGANIC FOOD PRODUCTS

According to **Norton, Fuller, Feber, Johnson, Chamberlain, Joys and Wolfe (2006)**, agriculture often leads to loss of wildlife because of destruction of their habitats. It restricts growth of the species and affects biodiversity levels. Gabriel et al. (2010) showed that organic farming is very helpful in increasing biodiversity by 12% by enhancing diversity of plants, flora, insects, and birds. Perrings et al. (2006) observed that organic farming acts as an influential means of sustainable farming, which decreases the use of fertilizers and pesticides to enhance the agriculture produce and promote biodiversity. Organic farming has been increasingly used by farmers in Nashik through initiatives like LifeFarm.com. and TheFarnersMarket.in. These organizations encourage farmers to perform agricultural practices

without using chemicals, which helps in promoting biodiversity in the city.[12]

According to **Trewavas (2004)**, due to the practice of organic farming, the natural nutrient cycles are not disturbed, because of which there is less loss of valuable healthy elements in the air and water reserves. Moreover, organic farming does not promote the spraying of chemicals on plants or soil, which reduces the level of carbon footprint from entering into the atmosphere. Anh, Kroeze, Bush andMol (2010) stated that due to intensive farming, huge number of pollutants are released in water, 65 which pollutes water and reduces its purity levels. When organic farming is executed, there is less use of pollutant-increasing substances like chemicals, fertilizers and feed, which helps in the reduction of water pollution. It also enhances the soil structure by reducing the impact of using chemical-based products/ substances and makes the soil healthier for plantation by reducing soil pollution levels. The farmers in Nashik greatly prefer practicing organic farming by doing it in 800 hectares out of 1200 hectares of land. It reduces the use of chemical fertilizers, thereby resulting in reduction of air, water and soil pollution.[13]

3.5 REVIEWS ON ORGANIC FOOD AND ENVIRONMENTAL CONCERNS.

Barik (2017) observed that there is lack of proper quality assessment techniques in India, which results in inconsistency in the quality of organic food. There is absence of proper mapping for quality evaluation of most of the organic products, which increases the inflow of counterfeit food products into the organic food market. It results in loss of trust among the consumers and decreases their interest in the purchase of organic foods that are available in the market.[14]

Kritika Gurung, Prerna Sharma and Mandeep Dhalo (2013) observed that there are slow shipment practices in carrying out delivery and supply of organic products in India. Due to the absence of proper infrastructure facilities like cool rooms, the arrival of organic goods gets delayed.[15]

4. STATEMENT OF PROBLEM:

1. The level of awareness of organic food products amidst the consumer is less discovered.
2. Organic food products and its impact on consumer buying behaviour in terms of demographic variables such as income, gender and age is under studied.
3. Consumer satisfaction towards organic food products is ascertain in Western Mumbai Region.
4. Impact of organic food products on consumer's health and wellness in Western Mumbai Region is unseen.
5. There is a lack of study related to the effect of environmental sensitivity on the mindset of the consumers towards the consumption of organic food products.

4. OBJECTIVES OF THE STUDY

1. To know the level of awareness pertaining to organic food products amidst the consumers of Western Mumbai Region from Churchgate to Dahisar.
2. To find out the impact of organic food products on consumer buying behaviour.
3. To study consumer satisfaction towards organic food products in Western Mumbai Region from Churchgate to Dahisar.
4. To identify the impact of organic food products on consumer's health and wellness in Western Mumbai Region from Churchgate to Dahisar.
5. To analyze the effect of environmental sensitivity on the mindset of the consumers towards the consumption of organic food products.

5. HYPOTHESIS OF THE STUDY

Hypothesis: 1a

Null($H1a_0$): Awareness level of organic food products amidst the consumer does not differ significantly genderwise

Alternate($H1a_1$): Awareness level of organic food products amidst the consumer differ significantly genderwise

Hypothesis: 1b

Null($H1b_0$): Awareness level of organic food products amidst the consumer does not differ significantly age wise

Alternate($H1b_1$): Awareness level of organic food products amidst the consumer differ significantly age wise

Hypothesis: 1c

Null($H1c_0$): Awareness level of organic food products amidst the consumer does not differ significantly income wise

Alternate($H1c_1$): Awareness level of organic food products amidst the consumer differ significantly income wise

Hypothesis: 2a

Null($H2a_0$): There is no significant impact of organic food products on consumer buying behaviour gender wise

Alternate($H2a_1$): There is a significant impact of organic food products on consumer buying behaviour genderwise

Hypothesis: 2b

Null($H2b_0$): There is no significant impact of organic food products on consumer buying behaviour age wise

Alternate($H2b_1$): There is a significant impact of organic food products on consumer buying behaviour age wise

Hypothesis: 2c

Null($H2c_0$): There is no significant impact of organic food products on consumer buying behaviour income wise

Alternate($H2c_1$): There is a significant impact of organic food products on consumer buying behaviour incomewise

Hypothesis: 3

Null($H3_0$): Consumers are not significantly satisfied with organic food products

Alternate($H3_1$): Consumers are significantly satisfied with organic food products

Hypothesis: 4

Null($H4_0$): Organic food products does not improve the health and wellness of consumer significantly

Alternate($H4_1$): Organic food products significantly improves the health and wellness of the consumer.

Hypothesis: 5

Null($H5_0$): Environmental sensitivity does not have any effect on the buying behaviour of the consumers towards organic food products

Alternate($H5_1$): Environmental sensitivity does determine the buying behaviour of the consumers towards organic food products.

7. SIGNIFICANCE OF THE STUDY

With rising concern of health issues and food safety, many consumers have turned their site to organic products. The increased consumers' interest in organic food has been attributed among others to the growing demand for food free from pesticides and chemical residues. Organic food promotes a balance of human, other living organisms and the nature. It also promotes no artificial preservatives and best maintain the originality of food. This prevents excess use harmful ingredients and thereby ensures health. This study attempted to gain knowledge about consumer attitude and perceptions towards organic food product consumption and to see whether there is any potential this might have for changing their behavior. The rationale for carrying out this study is that consideration for the environment could come only from well informed citizens who are aware of, and fully committed to their rights to a quality health and environment.

Therefore, awareness about the organic food products, impact of demographic variables such as age, income and gender on consumer buying behaviour, satisfaction level of the consumer towards organic food products, impact of health and wellness on the mindset of the consumer before procuring organic food products and the consideration of environmental sensitivity amongst consumer towards organic food products is the main agenda of the study.

This research will be invaluable in shedding light on what Regions are in need of further investigation are as follows:

1. Awareness amongst consumers of Western Mumbai Region from Churchgate to Dahisar about the organic food products will be taken into consideration.
2. The study will help to find out the impact of organic food products on consumer buying behaviour.
3. The present study will help to find out the consumer satisfaction level towards organic food products.
4. The study will help to understand the impact of organic food products on consumer health and wellness.
5. The study will help to find out the effect of environmental sensitivity on the mindset of the consumers towards the consumption of organic food products.

6. SCOPE AND LIMITATIONS OF THE STUDY

1. The scope of this study will be limited to the impact of organic food products on consumer buying behaviour.
2. As organic products are available all across the country, the researcher will select the geographical limitation to be organic food products of Western Mumbai Region from Churchgate to Dahisar.
3. Geographically this study is limited to Western Mumbai Region from Churchgate to Dahisar.

7. SCOPE FOR THE FURTHER STUDY

The present study aims to understand the preference of organic food products amongst consumers in Western Mumbai Region from Churchgate to Dahisar but in future other regions of the country can also be taken into consideration for further research. The present study is focused only on the consumption of organic food products only but in further study other organic products such as cosmetics, personal care and clothing can be taken into consideration. The current study is restricted to understanding consumer buying behaviour towards organic food but in future consumer perception and attitude can also be studied.

8. RESEARCH METHODOLOGY

A research technique is a set of procedures for gathering relevant information and data for use in further research and decision-making. Analysis of existing literature, interviews, surveys, and other methods of data collection may be used to compile current and historical data. Types of study, research design, sampling, reference period, source data, and research procedures for data analysis are all part of the present approach. In order to reach a meaningful conclusion, the researcher has used the following approach.

8.1.1 TYPES OF RESEARCH

This research is purely analytical and descriptive in its approach. The term "fundamental" is sometimes used to refer to the most basic level of research. The study being conducted here is completely academic. The primary motivation behind this type of study is to expand the existing body of knowledge, as the researcher has made a genuine effort to learn about the factors that describe important dimensions of emotional quotient and its impact on teacher's productivity, this study can be considered high quality research. Research that employs analytical methods necessitates the use of one's critical thinking skills and the evaluation of

relevant data and information. The current study is analytical in nature because it understands the impact of organic products on consumer buying and the correlation between them. Descriptive studies are conducted to shed light on the attributes of a target group. The researcher has employed descriptive research to profile consumers from Western Mumbai region. Quantitative research methods were used because they allowed the researcher to more closely inspect the correlations and discrepancies between the variables.

8.1.2 SAMPLING EMPLOYED IN THE PRESENT STUDY

Following sampling technique is employed in the present study

Table 1.1

RESEARCH DESIGN EMPLOYED IN THE PRESENT STUDY

Research Purpose	To analyse organic food products and its impact on consumer buying behaviour.
Research Survey Method	Personal interview, Telephonic Interview and E-mail.
Types of Research	Pure, Descriptive and Analytical research.
Geographical Region	Western Mumbai from Churchgate to Dahisar
Sample	Consumers of Organic Food Products
Sample Size	700 Consumers using organic food products.
Data collection and its Methods	Primary data: Questionnaire. Secondary data: Books, Theses and Research articles.
Data presentation and Descriptive Analysis	Frequency, percentage, tables, graphs.
Hypothesis Testing	Non-parametric test such as One Sample Wilcoxon Signed Rank Test (one sample), Mann Whitney U-Test (two independent samples), Kruskal Wallis Test (more than two independent samples) etc.
Summary of Conclusion	Findings, Conclusion and Suggestions.

Source: Researcher's Compilation

Universe of the Study: Present study will focus on consumer buying behaviour towards organic food products in Western Mumbai Region from Churchgate to Dahisar. The Universe of the study will be Western Mumbai Region from Churchgate to Dahisar. As per the reports of Census India, population of Western Mumbai in 2011 was **12,442,373**; of which Male and Female were 6,715,931 and 5,726,442 respectively.[16]

Sampling Technique: As it is not possible for any researcher to cover all the individuals in the region of research and so it becomes essential to draw a sample for the universe of the study. Therefore, a specific number of samples will be selected on the random basis. Therefore, researchers will use simple random sampling techniques for sampling.

Geographical Extent of The Research: Extent refers to geographical Region where there is a scope of population. The extent of study is within Western Mumbai Region from Churchgate to Dahisar.

Sample of the Study: Since the universe of the study is ample in nature. Hence, the researcher had referred to **Krejcie and Morgan (1970)**[17] developed tables, where theauthor pointed out that the sample size can be determined by referring to the table, instead of applying the formula every time. According to the table, the sample size should be 384 but to give more colors to data researchers will collect data from 700 respondents who are the consumers of organic food products in the Region of Western Mumbai from Churchgate to Dahisar.

Sample Design: Sampling design is a plan prepared / designed to select the appropriate sample in order to collect required data. Following is the sample design for the study.

SAMPLE OF THE STUDY		
Sr. No.	**Particular**	**Number**
1	Respondents (Consumers of Organic Food Products)	700

8.1.3 REFERENCE PERIOD

For the present study, the researcher will collect secondary data from AY 2004-05 to 2023-24 and primary data from AY 2023-24 onwards.

8.1.4 SOURCES OF DATA

For the present study researcher will use both primary as well as secondary data.

Primary Data: The researcher will collect the primary data on the basis of questionnaires and personal interviews. The structured close and open-ended questionnaires will be distributed to the respondents. The researcher will approach the

- Consumers of Organic Food Products in the Western Mumbai Region from Churchgate to Dahisar.

Secondary Data: Required Secondary data will be collected from various references which already exist and have been published in various books, articles in Journals, published and unpublished thesis and lastly form the world's biggest library i.e., the Internet. Researchers will also visit nearby libraries for reference work.

8.1.5 RESEARCH TECHNIQUES FOR DATA ANALYSIS

DESCRIPTIVE ANALYSIS: Descriptive data will be analyzed by using the frequency distribution method and then converted in percentages. The data will be coded and classified to further make it simple by preparing tables, charts, graphs and diagrams wherever necessary.

INFERENTIAL ANALYSIS: The inferential analysis will be used to generalize the results obtained from the sample which will be drawn for the purpose of the study. In the present study, the researcher will use inferential analysis for hypothesis testing depending upon normality of data and type of data.

STATISTICAL ANALYSIS: The study will be based on secondary and primary data. Secondary data till be collected from various internet sites and from books and journals.Primary data will be analyzed using frequency distribution method and then converted in percentage. Collected Data will be edited to avoid unwanted information and arranged in a proper order and sequence. Properly edited data will be coded and classified to further make it simple by preparing tables, graphs, charts & diagram etc. wherever necessary. Conclusions will be arrived at on the basis of data analysis andthus achieve all the objectives of the research

8. EXPECTED OUT COME

1. The present study will reveal whether the consumer is aware about organic food products in the Western Mumbai Region from Churchgate to Dahisar.
2. The study will also find out whether demographic factors such as income, gender and age will have an impact on consumer buying behaviour of organic food products.
3. The study will also be helpful in finding out the consumer satisfaction level towards organic food products.
4. The study will also be helpful to find out the impact of organic food products on health and wellness on the consumer buying behaviour.
5. The study will also be helpful in understanding whether the consumer is environmental sensitive before using organic food products.

9. CHAPTER SCHEME

I. **Chapter I**- The first chapter of this thesis entitled to '**Introduction**' will present the outline of the research. It will include the overview of Organic food products and its impact on consumer buying behaviour, Meaning of Important Terms, Statement of the Problem, Objectives of the Study, Hypothesis of the Study, Importance of the Study, Scope of the Study Limitation of the Study, Research Methodology and Chapter Scheme.

II. **Chapter II-** The second chapter will be entitled to '**Review of Literature**' and present a brief overview of the research articles, thesis and books written on this particular topic. Critical Appraisal of previous work on impact of organic products on consumer buying behaviour.

III. **Chapter III** - The third chapter entitled to "**Consumer Buying Behaviour Towards Organic Food Products"** in which all the aspects pertaining to consumer buying behaviour and how it is impacts by various factors than can or cannot lead to their preference towards organic food products.

IV. **Chapter IV-** The fourth chapter entitled '**Data Analysis and Interpretation**' focuses on the analysis and statistical interpretation of the collected data in the form of three different questionnaires. The required data is obtained through the questionnaires and the information collected are both subjective and objective. The said chapter helps to meet the objectives of the study. The collected data will be presented in mean, mode, median, standard deviation, The data will be analyzed through descriptive statistics. The research testing will be based on the results of statistical analysis. The statistical procedures are used to determine the relationships. This chapter will deal with the testing/verification of hypotheses.

V. **Chapter V**- The fifth chapter entitled to '**Findings, Conclusion and Suggestions**' will present the brief notes on each chapter in the form of summary. The findings will be based on each chapter of the thesis. The conclusions of this chapter will be mainly designed by taking into consideration the data analysis of the questionnaires. The concluding chapter will also include the suggestions/measures, which will be recommended on the basis of closing remarks. This chapter will sum up the whole thesis in a very clear way and will make suggestions on the basis of the conclusions or findings.

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